Request for Proposals

Website Design • Logo Design, Branding and Style Guide

About Grantmakers of Western Pennsylvania (GWP)
Grantmakers of Western Pennsylvania (GWP) is a regional network for philanthropy. We link our members to peers in SWPA, across the state and beyond through virtual and in-person programs, funder convenings organized by issue, geography and giving structure, listservs, and informational resources.

GWP’s member organizations are diverse with respect to organization type, geographic location, and size; they reflect most of the philanthropic assets based in the ten counties of Western Pennsylvania (as of 2017, approximately $19 billion in assets and $931 million in annual grants).

GWP currently has a web presence with an outdated appearance, structure, and content presentation. GWP is planning a major website redesign to support our updated strategic vision along with a new logo and style guide. This Request for Proposals is to identify a vendor partner with the skills, experience, and vision to support this effort.

We have already identified and contracted with a vendor for the implementation and development of our new website on Drupal 9. Proposals for development will not be considered.

Desired Vendor Characteristics

• Experience working with philanthropic membership organizations, foundations and/or nonprofits.
• Center racial equity in your organization’s values, structure, and work.
• Proven track record of exceptional customer service and timely responsiveness to client needs.

Overview and Purpose

GWP manages its current website as part of a collaboration with United Philanthropy Forum and more than 30 peer philanthropy-serving organizations (PSOs). The current site, built on Drupal 7, features a password-protected member login platform, automated membership processing, event listing and customizable event registration, a research library, and online membership directories. It is fully integrated with Salesforce, which controls event registrations, online membership applications, and member directories.
GWP will contract with a web design firm to create a site that:

- Is visually appealing and easily navigated, meeting best practices for design and UX
- Is informative, highlighting the information our members are seeking on the website
- Is responsive for mobile and other devices
- Highlights our members and illuminates our mission
- Make recommendations to increase accessibility for persons with disabilities (inclusive of ADA compliance and beyond).

The site rebuild will allow us to take advantage of the opportunity to re-evaluate the way we serve our audiences including:

- Content strategy
- Design and branding
- Functionality and integration needs
- SEO and usage statistics
- Site architecture
- Taxonomy
- Usability, accessibility, and responsiveness

Key functionality will include:

- Integration with Salesforce
- Member login (password-protected content and event registration pricing)
- Customizable event registration
- Membership Directory
- Event pages and Calendars
- Resource search
- Individual profile and dashboard

Evaluation Criteria

Responses to this RFP will be evaluated based on:

- History of work: please share a minimum of three website designs (preferably URLs) that best reflect your work, creativity and relevancy to this project.
- Sufficient team capacity to undertake this project without subcontracting or outsourcing. Be clear about the percentage of the team to be assigned to this project.
- Detailed timeframe that includes realistic deadlines for each phase of the project.
- Responses are presented in a clear and organized fashion.

Note: As a nonprofit institution, GWP is able to accept pro bono service and recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the selected firm on the website and other collateral as GWP’s supporter and partner.
Budget

Please provide a cost proposal to accomplish the project as outlined. Our estimated budget is about $30,000 for the project. The budget must encompass all design, assets, and any items necessary for the completion of this project. The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

Please break out the cost for the Logo Design portion of the project as well as identify any areas in the project where costs can be saved by GWP Staff performing certain tasks.

Timeline

- Proposals are due no later than Friday, March 25, 2022 via email to ebaron@gwpa.org
- We will decide no later than Friday, April 15, 2022.
- We expect the design to be finalized by September 2022. This timing is estimated and will be based on developer approval.

Website Deliverables

We require the following from the chosen design firm:

Discovery
Research and verify current architecture as well as audiences; vision, goals, and objectives; website strengths and weaknesses; and traffic, navigation and competitive analysis, resulting in a written summary delivered to GWP. Report on the current’s site compliance with Web Content Accessibility Guidelines (WCAG) and make suggestions for improvement. Define strategy moving forward: issues, required functionality, phasing and budgetary constraints.

Content Strategy
Complete information architecture, content audit, editorial plan, user navigation and sitemap.

Wireframes
Wireframes developed to be presented to GWP, which must be approved by GWP, United Philanthropy Forum and developers.

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Creative Concepting
- Develop visual brand style and application. Design files should include the homepage, all content types, event registration and checkout process, forms, directories, search results, content listings and special pages.
- Web style guide - spreadsheet detailing the styles, classes, fonts, colors, etc. for text, buttons/links, forms, taxonomies, and other elements
- All Source Design Files - homepage, all content types, event registration and checkout process, forms, directories, search results, content listings, and special pages.
- All should be in responsive formats including vertical and horizontal tablet and phone displays. GWP and its developers will review and sign off on designs before they are finalized.
- Responsive HTML/CSS files - clickable prototype

Logo Design, Branding and Style Guide*
GWP is rebranding with a new name and needs a new logo, color palette and fonts which will be detailed in a new style guide that will be used in all organization communication outlets.

Logo Design
- Primary Logo
- Smaller bug version of primary logo
- Black and White version
- Each version should be suitable for print and web use

Brand Style Guide
Brand guideline development including:
- Graphic standards and rules for use of the logos
- Color standards
- Typography standards
- Social media graphic standards
- Design of key materials including, but not limited to:
  - Business Card Template
  - PowerPoint Template
  - Letterhead & envelope design - digital version and printed
  - E-Newsletter Template - Mailchimp version
  - Logo for all social media types - Twitter, Facebook, Instagram, LinkedIn

*Please provide a breakout of costs for the Logo Design, Branding and Style guide portion of the project in your budget.
Proposal Submission Process

If you are interested in submitting a proposal to GWP, please include the following information:

- Overview of your proposed solution
- Examples of prior work and your role in each project
- Your approach/process for working with GWP staff during this process
- Pricing structure/levels
- Proposed timeline
- Detailed project budget
- Information about the staff who will work on this project
- Commitment to racial equity and social justice

As you develop your proposal, we are available to provide additional information and answer questions. Please reach out to Director of Membership and Information Services, Emily Baron at ebaron@gwpa.org or 412-471-6488.